

Major Gifts: How to Make the ASK!

Archdiocesan Development Council

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Today's Competitive Environment

- More nonprofits competing for fewer dollars
- Managing donors of different generations
- Need to be transparent
- New fiscal reality

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Definition of “Major Gift”

- Will vary depending on the type of school, size of school, sophistication of donors
- Strategies are the same no matter the size of the gift

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Why Do People Give Major Gifts?



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Stages of Major Gift Solicitation



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Before The Solicitation

- WHO do you visit?
- HOW do you get the appointment?
- WHO goes on the call?
- WHAT do you ask for?
- HOW much do you ask for?

Group Conversation

Share an example of great (or not so great) cultivation of a major donor

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During The Solicitation

- WHERE do you meet?
- WHO asks?
- HOW do you ask?
- HOW do you react?

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Personalize Your Asks

- Different asks for different donors
- Meet your donors where they are
- Use the “best” solicitor (HINT: it might not be YOU!)

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Group Conversation

Share a story of a solicitation
success and a failure

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After The Solicitation

- HOW do you follow up with the donor?
- HOW do you share info with others involved?
- WHAT reporting needs to happen?
- HOW do you continue to steward the donor?

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Group Conversation

Discuss your school's stewardship activities

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Using Board Members/Volunteers As Solicitors

- They have to make a gift FIRST!
- Educate them
- Practice/Role play
- Involve them in cultivation, solicitation and stewardship

Key Lessons

- People know you are asking.
- Listen twice as much as you talk.
- The ASK itself is the smallest percentage of your relationship with a donor.

Kellogg Nonprofit Executive Education Programs

- Designed for senior leaders – staff and board
- Leadership, general management and nonprofit topics
- Offered at Northwestern's downtown Chicago campus
- Tuition is \$950/2 day program
- Scholarships are available

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